



MAY 30 2006

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Jerry Price et al. ) Examiner: Novosad, Jennifer  
Eleanore  
Serial No.: 10/766,075 ) Art Unit: 3634  
Filed: 01/28/2004 ) Attorneys' Docket No. P214430  
Title: PRODUCT DISPLAY SUPPORT )  
SYSTEMS AND METHODS )

**AMENDMENT**

Mail Stop Non-Fee Amendment  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

This is in response to the Office Action mailed March 16, 2006. It is believed that no fee is due at this time to maintain the application in full force and effect. However, if any such fee or charge is due, please charge this fee to Deposit Account No. 502099.

Please amend the application as described herein.

**REMARKS**

This Amendment is filed in response to the Office Action mailed on March 16, 2006, in connection with this case. In that Office Action, the Examiner rejected claims 1-6 under 35 USC § 103(a) based on U.S. Patent No. 5,894,940 to Gusdorf (Gusdorf) in view of U.S. Patent No. 5,913,316 to Carpinelli (Carpinelli '316). The Applicant respectfully submits that the rejection based on the combination of Gusdorf and Carpinelli '316 is improper but in any event has been rendered moot by the